
Statewide DUI Task Force meeting highlights

MONTANA'S DUI TASK FORCES
preventing impaired driving and crashes
...AT THE COUNTY LEVEL

November 5-6, 2013

More than 30 DUI Task Force coordinators and members gathered in Helena November 5 and 6, 2013 for the first statewide meeting since April 2010.

Welcome

Transportation Director **Mike Tooley** kicked the meeting off with a welcome message for participants. He stated the big three killers on Montana's roads are DUI, no seat belts, and speed. He thanked those attending and affirmed that grassroots efforts are very important in working towards change. Director Tooley said he is engaged with the Montana Department of Public Health & Human Services and Montana Department of Corrections to increase coordination to improve traffic safety.

An audience question about prescription drugs and marijuana prompted quite a discussion. Director Tooley said we need to change our public education messages because the impairment is changing. This is also important for ensuring our juries are educated. Officers need to be educated too—Advanced Roadside Impaired Driving Enforcement (ARIDE) training and Drug Recognition Expert (DRE) training are very important. The group also discussed the need for education of physicians about interaction of prescription drugs and potential impaired driving.

(Please see article in [February 2014 newsletter](#) regarding the Montana Prescription Drug Registry and other strategies that DUI Task Forces can undertake.)

The Director said there is value in coming together, and he would like to see these statewide meetings held annually.

Roundtable discussion

DUI Task Forces were asked to consider the following topics:

- ★ Is your DUI Task Force and its message visible and recognized throughout your county?
- ★ What are the causes of DUI in your county?
- ★ What strategies are you using to address those causes? How do you evaluate if they are working?
- ★ What additional strategies would you like to implement? How did you choose those strategies?

Over-service was mentioned frequently, although jurisdictions are struggling with the logistics of how to address it. One attendee offered an opinion that undercover surveillance is needed to gather evidence of overservice. Jurisdictions may need to hire officers from a different town or county for the operations.

Please see related article in October 2013 Traffic Safety Resource Prosecutor newsletter at

www.mdt.mt.gov/tsrp/docs/newsletters/oct2013.pdf

Education emerged as an important strategy, to include:

- ★ education for young people
- ★ educating judges, prosecutors and law enforcement
- ★ using social media to encourage interaction and public dialog
- ★ telling stories to change the cultural discussion and reframing DUI as socially unacceptable
- ★ public posting of DUI arrests in the newspaper, on the web
- ★ back to basics: education on what is responsible drinking and drink size
- ★ increase outreach to different community sectors, e.g. churches, YMCA
- ★ education for pharmacists and patients
- ★ education on impairment from substances other than alcohol

Other strategies discussed include:

- ★ positive recognition for servers seen ID'ing a customer attempting to purchase alcohol
- ★ compliance checks
- ★ investing in the LE officers who are proactive in DUI enforcement, with training and officer recognition program
- ★ designated driver programs and sober ride programs
- ★ engage the public to report impaired drivers
- ★ server licensing to elevate their professional status
- ★ the importance of choosing evidence-based strategies
- ★ being consistent with a few strategies rather than taking a shotgun approach

How do we know what we're doing is working?

- ★ Look at DUI data and crash data
- ★ Track arrests to prosecution to conviction... it can be very illuminating

PRESENTATIONS

Data resources for DUI Task Forces

MDT Data analyst **Mark Keeffe** gave a presentation about the traffic data available to the DUI Task Forces via MDT's website at

www.mdt.mt.gov/publications/datastats.shtml#crash.

He hopes to get 2012 data out by the end of November, and 2013 data by the end of April. Please contact Mark directly with any specific data needs at (406) 444-3430 or mkeeffe@mt.gov.

For fatalities, specific information is available on which drugs were involved.

The group was polled to confirm that the online [Impaired Driving data compilation](#) is helpful, and will be continued.



David Carter, Yellowstone County DUI Task Force and Brad Dodson, Lincoln County DUI Task Force

Using data effectively to share the message

Sanders County DUI Task Force Coordinator **Krista Standeford** gave a presentation on the importance of data and how to use it effectively. She referred to data as a “necessary evil” that links the how and why of what we do. However, data is not an opportunity to attack. We use it to ask for change. We must have a relationship first; you can’t ask people to change any deeper than the depth of your relationship with them.

Krista walked through the [Data Workbook](#) handout. Once you go through the process of collecting the data, you own it in a way you couldn’t otherwise. Share the data collection work with your members so they have understanding of the data too.

Other tips:

- ★ Be relational with the people who have or control certain data elements that you need.
- ★ Social math helps make data relevant to your audience: for example, a graphic showing 2 out of 10 graduation gowns turn to tombstones with beer cans on top.
- ★ Use data to give direction. Then, use the data to celebrate progress where you can!
- ★ The prevention specialists will be completing data workbooks for their jurisdictions during FFY 2014, so this is a great opportunity for collaboration.
- ★ Every DUI Task Force should have a Facebook page. It’s good for accessing youth and the culture at large (83 percent of people have Facebook).

Media advocacy

Missoula police officer, former newspaper editor, and former member of the Montana Community Change Project, **Ethan Smith** discussed how to use media advocacy to build support for DUI Task Force projects, such as compliance checks.

Some highlights from his presentation:

- ★ First, frame the issue with your message: for example, we want everyone to get home safely, while reducing your liability and insurance costs, and protecting your business and your employees from lawsuits.
- ★ Who can you invite to your DUI Task Force that could have an authentic voice in the media? For example, a letter to the editor from a school wrestling coach may be more effective than a similar piece from the undersheriff (everyone expects the undersheriff to be against drinking and driving).
- ★ Newspapers are careful about being used as a vehicle to further your agenda. They are approached by many entities who all are attempting to further their agendas, and seek to balance those with the news.
- ★ *Change is possible!* Think how smoking on airlines has changed in our lifetime.
- ★ Go for the positive message, for example thanking the business who passed compliance checks.
- ★ There is a non-profit rate for billboards. Ask the media for “ad share” where they match your expenditures one-for-one—effectively doubling your exposure.

Ethan offered to review any letters to the editor, or other media pieces, prior to submission. Contact him at Ethansmail2000@yahoo.com.

[Media Advocacy presentation—Ethan Smith](#)

Putting it all together — developing a local media plan

During this breakout session, DUI Task Forces had an opportunity to consider how to apply what they'd learned.

One DUI Task Force decided to host a wet lab for the media and alcohol-serving establishments in order to generate increased understanding of alcohol impairment levels involved in DUI cases, both among the media, the industry, and the general public.

Building an effective media plan — Ethan Smith



From left: Jeremy Smart and JT Lute from Cascade County DUI Task Force, Scott Swanson—Gallatin County DUI Task Force, Chad Newman—MDT-SHTSS Law Enforcement Liaison, Jill Campbell— Lake County DUI Task Force, William Falls Down—Crow DUI Task Force, Sheila Cozzie—MDT Cultural Liaison

Coalition building and engaging the DUI Task Force membership

Ravalli County Drug Free Communities Program Director **Charmell Owens** demonstrated how to use a logic model to engage DUI Task Force members. The sample logic model used over-service as an example.

She assigns tasks to task force members. They need to be part of the work to feel needed. If they don't feel valued, they won't keep coming to the table.

Sample logic models

Coalition capacity worksheets

How to engage your coalition to help implement the media plan

Krista Standeford showed the video [A Pep Talk](#) from Kid President as a way to inspire task force members. Share your expectations with the task force. If they don't know what you expect, they won't perform. Build relationships and then we can ask for help consistent with the depth of those relationship.

Krista provided insight on getting people engaged. As DUI Task Force coordinators, we have the unique opportunity to grow people.

- ★ Hand off tasks, even if it doesn't get done the way you would like it done.
- ★ Be their cheerleader! People won't come to the table if they don't feel important and valued.
- ★ Engage the right people in the right places. Be strategic. Reach out to those people...take them cupcakes and start the conversation. Another strategy is to make some hors d'oeuvres, rent out a coffee shop, and invite ten people to come together for authentic conversation. Tell them why you're here and then let it go (don't try to direct the conversation).
- ★ Just having more members, but no direction, is not helpful. As we have direction and experience some successes, the magnitude will grow.



County Commissioner Gary Macdonald is leading the way to establish a DUI Task Force in Roosevelt County

- ★ Engage through service...if I do something for you, you are much more likely to return the favor and help me.
- ★ Be willing to empower and inspire your community and your DUI Task Force.

Resources available to the DUI Task Forces – technical panel

The technical panel discussed their area of expertise and answered questions. The following participated:

Judge **Audrey Barger** is Montana's new Judicial Outreach Liaison (JOL). In this role, she will serve as a liaison between the judicial community and other traffic safety stakeholders to identify legal and evidentiary issues that challenge the judicial branch in adjudicating impaired driving and other traffic safety offenses. She will promote training and education to enhance judicial skills in adjudication of impaired driving offenses, with the goals of protecting the public, monitoring offenders, and rehabilitating those convicted of impaired driving and other traffic related offenses.

The judge described how judicial ethics may not always be compatible with the DUI Task Force mission. Whereas DUI Task Forces are charged with prevention, education, and reduction of DUI, judges have to balance rehabilitation of offenders with protecting the public.

DUI courts are an important tool to help rehabilitate repeat DUI offenders. More information on DUI courts is available online at www.dwicourts.org.

She also worked with her local partners to develop a standing order to implement the 24-7 program promptly. This process provides accountability for an alleged offender and protection for the public during that window of time between bonding out of jail and appearing before the judge. If any other jurisdictions are interested in looking at this, Judge Barger will be happy to share the forms and the process upon request to audrey@audreybarger.com or (406) 390-4663.

Licensed Addictions Counselor **Isaac Coy**, from DPHHS's Chemical Dependency Bureau, said the state has received a federal grant for increased prevention work in 23 high risk areas. The focus will be on DUI, underage drinking, and prescription drugs. The prevention specialists are tasked to work on underage drinking and DUI with an emphasis on environmental strategies.

Isaac will run Substance Abuse Management System (SAMS) data reports on request. Contact Isaac at (406) 444 -7922 or icoy@mt.gov.

MHP Trooper **Larry Adorni** is new to his position. He will be responsible for providing Standard Field Sobriety Testing (SFST) training statewide. He will also manage MHP's Mobile Impaired Driving Assessment Center (MIDAC).

Traffic Safety Resource Prosecutor **Erin Inman** announced some changes to the TSRP program:

- ★ Her flagship course, *Investigating and Prosecuting the DUI*, will now be offered twice a year. In addition to the annual April class in Helena, she will be offering a class in January 2014 in Billings. Thereafter, the course will be offered in April and October of each year.
- ★ She will be offering a new course called *DRE for prosecutors* in Great Falls, in February 2014.



Judge Audrey Barger kicks off the technical panel presentation

Panel members, from left: Kurt Sager, Erin Inman, Larry Adorni, Isaac Coy, Audrey Barger



Erin Inman

- ★ New this year will be brown bag webinars that individuals can participate in live, or later since they will be recorded and available online.
- ★ Each year, the TSRP offers a unique training around the state to several locations within each MHP district and made available to all law enforcement and prosecutors. This year, training will be on request, i.e. based on whatever the need is locally. For a menu of options, visit www.mdt.mt.gov/tsrp/training.shtml.

She provides quarterly newsletters, and DUI Task Force coordinators and members are welcome to subscribe. Email her at erin@inmantraining.com.

Erin will be serving as the Comprehensive Highway Safety Plan Champion for Emphasis Area 2 (Impaired Driving crash reduction). She invited the DUI Task Forces to join the CHSP.

MHP Sergeant **Kurt Sager** is Montana's Traffic Safety Resource Officer (TSRO). He wants to use the MIDAC in more rural areas where remote DUI processing happens. The MIDAC has to have an MHP operator on board, in addition to any local law enforcement who are participating in the operation. There are 35 MHP officers statewide certified to operate all the equipment on the MIDAC. The vehicle is usually deployed only in good weather.



Kurt Sager

With the addition of Trooper Adorni to the TSRO program, Sager will now be focused 100 percent on drug-impaired driving. Advanced Roadside Impaired Driving Enforcement (ARIDE) is Sager's favorite training for law enforcement.

Note: This year, neither Erin nor Kurt will be putting on a training for less than 10 people. Kurt prefers 20-25 people per class to make cost-effective use of his time and travel expenses.

Sager is working on getting some Standard Field Sobriety Testing (SFST) standards for the state. There is no refresher training requirement so some officers are doing SFSTs the way they were trained 20 years ago. He would like to see a minimum requirement of refresher training every three years. This will help with consistency in DUI investigations. He also wants requirements for SFST instructors, e.g. instruct at least 8 hours per year.

MHP's annual SFST refresher trainings are open to all law enforcement.

Sager and Adorni are happy to let DUI Task Force members attend SFST training to learn about it.

They are also available to speak about impairment, e.g. they will be going to a large employer in Butte.

Because of their extensive training, DREs are DUI experts, and are a great resource at the community level.

[Drug Recognition Experts in Montana \(by location\)](#)



Jeremy Smart and JT Lute from Cascade County DUI Task Force

DUI Task Force plans for SFY 2015

DUI Task Force plans are submitted annually to the Montana Department of Transportation for review and acceptance, in accordance with the coordination requirements of MCA 61-2-105.

Plans will be due on **June 1** of each year. Acceptance of locally approved plans allows the reinstatement fee revenue to flow to the county treasurer for use by the DUI Task Force.

In addition, DUI Task Forces are welcome to apply to MDT-SHTSS for NHTSA funds, if there are projects that need to be funded but for which they don't have the money. Applications for NHTSA funds are due by March 1 of each year. Application instructions and materials are available online at www.mdt.mt.gov/safety/grants.shtml.

DUI Task Force plans are due to the Montana Department of Transportation on June 1 on each year.

DUI Task Forces are welcome to apply to MDT for NHTSA funds as a means to add new projects that the task force otherwise couldn't afford.

Applications are due by March 1 of each year.

Application instructions and materials are available online at www.mdt.mt.gov/safety/grants.shtml.

Meeting evaluation

Most attendees ranked the overall training value and guest speaker presentations as “very worthwhile.” One person said “This was the best annual meeting I have attended—thanks!”

The suggestion was made to provide training in the future on social media. We plan to do just that with our new media strategy!

Additional resources provided at the meeting

[Guide for reducing alcohol-related collisions](#)—from the NCHRP 500 series

[Countermeasures that work](#), 2013 edition—NHTSA

[Evaluating Environmental Prevention Initiatives](#)

[NREPP](#): SAMHSA's registry of evidence-based programs and practices

Note: Hard copies are available on request to Lorelle Demont at (406) 444-7411 or ldemont@mt.gov.



Meeting highlights were prepared by MDT staff of the State Highway Safety Traffic Section based on opinions, advice, and suggestions provided by guest speakers at the Statewide Meeting. The view presented in this newsletter are meant to inform but do not necessarily reflect MDT's views.